

Rieva Lesonsky—Senior VP/Editorial Director



Rieva Lesonsky brings to her role as editorial director at Entrepreneur Media Inc. a winning combination of expansive high energy and verve, which has served as the basis for the success of *Entrepreneur* magazine and numerous media brand extensions which include *Entrepreneur.com*, *Entrepreneur Mexico*, and *Entrepreneur's Be Your Own Boss*. Each month, millions of established and aspiring entrepreneurs turn to Entrepreneur Media for the advice, guidance and inspiration generated by Ms. Lesonsky and her staff. Under her editorial eye, Entrepreneur Media has become the nation's leading authority for and about entrepreneurs.

Ms. Lesonsky co-authored the bestselling book *Start Your Own Business*, and *Young Millionaires* and *303 Marketing Tips* and wrote *Get Smart*.

Ms. Lesonsky served on the Small Business Administration's (SBA) National Advisory Council for six years. The SBA also honored her as a regional Small Business Media Advocate and a Woman in Business Advocate. For five consecutive years, she was named one of the Top 100 Most Influential Journalists by *Business News Reporter*. Last year they honored her as a Business Luminary and installed her in the Business Journalist's Hall of Fame. A nationally recognized speaker and expert on small business and entrepreneurship, Ms. Lesonsky has appeared on numerous national TV programs, including *Good Morning America*, *Martha Stewart Living* and *Oprah*. She can be seen regularly on CNNfn's *Your Money*.

Ms. Lesonsky holds a bachelor's degree in journalism from the prestigious journalism program at the University of Missouri, Columbia. She is listed in *Who's Who in America*.

During her 22-year association with Entrepreneur Media, Ms. Lesonsky has served in various editorial and management capacities. Prior to joining Entrepreneur Media, Ms. Lesonsky's career included research positions for a major Los Angeles publishing corporation, as well as at Doubleday & Co. in New York City.

Her admittedly full schedule permitting, Ms. Lesonsky enjoys watching baseball and relaxing with a good book. Originally a native of New York, she now lives in Irvine, California.